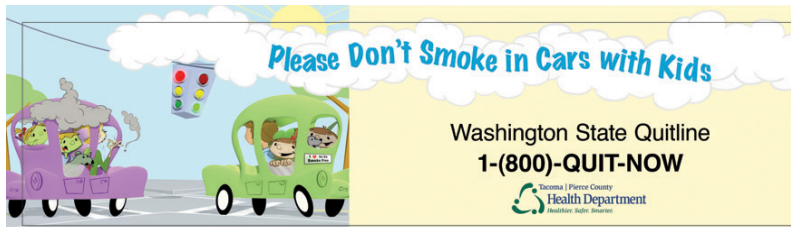




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On the Frontlines



Tacoma fights secondhand smoke in cars

The Tacoma Pierce County Health Department recently joined forces with Mary Bridge Hospital and MultiCare Center for Healthy Living to provide information about the importance of not smoking in cars when children are present.

In late September, the group co-sponsored a “live demonstration” about the toxic levels of smoke in vehicles for government officials, the business community, and community-based organizations. Secondhand smoke in a car can reach 23 percent higher than that of a confined room.

Under development is a poster to provide information and a number to call for a smoke-free car kit, which includes bumper stickers, window clings, brochures, key chains, and information on the Washington Tobacco Quit Line.

Earlier this year, the Tacoma-Pierce County Board of Health passed a resolution urging residents of Pierce County to refrain from exposing children to secondhand smoke in their cars, which formed the basis for the secondhand smoke outreach effort.

For more information, contact George Hermosillo at 253-798-7664 or ghermosillo@tpchd.org.

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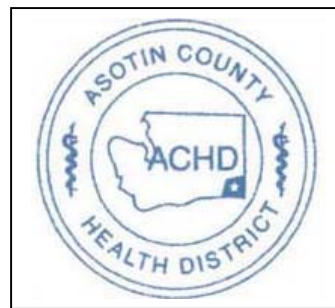
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Asotin County Health District requires tobacco-free employees

The Asotin County Health District recently adopted a policy that requires new employees to be tobacco-free and to remain so for the duration of their employment.

The new policy represents a long-sought success for Asotin County Health District, reflecting the ideas and attitudes of two administrations, various groups of employees (i.e., clinical, clerical, and environmental), and both current and former employees. All current employees have signed an “Affidavit of Non-Tobacco Use for Employment” agreeing to the policy, so no provisions for “grandfathering” were necessary.



The health district’s rationale for the policy of hiring non-smokers is based on health concerns as well as the economic burden in terms of medical costs and lost productivity. But the most compelling reason for the new policy is the health district’s commitment to ensuring that all Asotin County residents, especially those at greater risk for health disparities, enjoy healthy lives. By demonstrating healthy behaviors themselves, Asotin County Health District employees are leading by example!

For more information, contact Donna Schaff Franklin at 509-758-3344 or dschaff@co.asotin.wa.us.

Tobacco policy work recognized at Prevention Summit

Ann Gloe and Beth Miller of the Selah School District received the “Exemplary Outcomes Award” at the Washington State Prevention Summit last month in Yakima for tobacco policy work.

Anne, a chemical dependency professional, and Beth, a health and fitness teacher, were hired by the district in 2007 to administer a Tobacco Policy Enhancement Grant from the Tobacco Program. Their work included analyzing and correcting policy inconsistencies for the junior, high, and alternative schools in the district, and consistent enforcement of the policies. In addition, an alternative-to-suspension after-school cessation program was developed.

Ann met with each student with a tobacco discipline referral (73 students in 2007) and used the GAIN Short Screen Assessment Tool to assess the needs of the student and make the appropriate referrals to programs and services.

Beth met with community members, coaches, faculty, and administrators to increase awareness about why they should care about student tobacco use. She focused on data sets and provided informative tip sheets. The community was significantly unaware of the effects of tobacco abuse and much work was done with key leaders, stakeholders, and groups to begin to increase awareness.

The statewide summit on student substance abuse prevention was held Oct. 17-18 at the Yakima Convention Center. Lt. Governor Brad Owens presented the award to Anne and Beth.

For more information, contact Carla Huyck at 360-236-3678 or carla.huyck@doh.wa.gov.

Need to Know

Adult Cessation

***BecomeAnEX* campaign gears up Washington activities**

BecomeAnEX is a national tobacco cessation campaign created by the American Legacy Foundation and an alliance of national organizations and states, including Washington, which aims to change the way smokers think about the difficult process of quitting. A variety of outreach activities target Washington state and are tailored to drive tobacco users to the Washington Tobacco Quit Line (1-800-QUIT-NOW).

Spanish radio ads begin

Spanish-language *BecomeAnEX* radio ads are airing this fall in Washington. There will be 1,800 spots running on nine radio stations, reaching at least ten counties with the highest concentration of Spanish-speaking residents – including the Seattle, Spokane, Yakima and Tri-Cities markets.

The ads are part of the national *BecomeAnEX* cessation campaign, and were paid for by a grant from the American Legacy Foundation, which also funded the purchase of “fotonovelas” (a picture book in both Spanish and English) that is being distributed by community and migrant health clinics, Tobacco Program contractors, and through the Tobacco Program materials clearinghouse.



***BecomeAnEX* TV ad features NRT message**

The *BecomeAnEX* television ad campaign running in Washington this fall includes messaging about the availability of free nicotine replacement therapy (patches and gum) through the Washington Tobacco Quit Line. The ads are running in the Spokane and Seattle market areas through December and are expected to reach 29 counties.

***EX* bowling event invades state**

The *BecomeAnEX* Bowling Campaign is taking place during November at four bowling centers in different parts of the state. The “Bowling Center Takeover” will make it easier for smokers to learn more about available cessation resources, both through the *EX* program and through the Washington Tobacco Quit Line. There will be banners, posters, window clings, and brochure handouts.

The participating centers are Eastmont Lanes in Wenatchee; Centralia Bowl in Centralia; Minda Lanes in Yakima; and 20th Century Bowl in Bellingham, which will also host a special bowling party on Nov. 19 from 5:30-8:30 p.m. for two coalitions of youth anti-tobacco activists from Skagit and Whatcom counties.

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

Low SES summit a success

The Tobacco Program partnered with the Oregon Public Health Division and the Centers for Disease Control and Prevention to host a leadership summit dealing with reducing the burden of tobacco use among low socio-economic populations on Nov. 5-6 in Vancouver.

The “Leadership Summit to Reduce the Burden of Tobacco Use Among Low SES Populations” focused on populations with less income and/or education, which continue to have the highest smoking rates. The main purpose of the summit was to encourage leaders in both states to explore new and effective ways of decreasing the impact of tobacco use and secondhand smoke exposure among populations with fewer resources.

Speakers included Dr. Donna Beegle, president of Communication Across Barriers, and author and speaker on poverty related issues; Jennifer Stuber, University of Washington School of Social Work; and Janet Porter, National Network on Tobacco Prevention and Poverty.

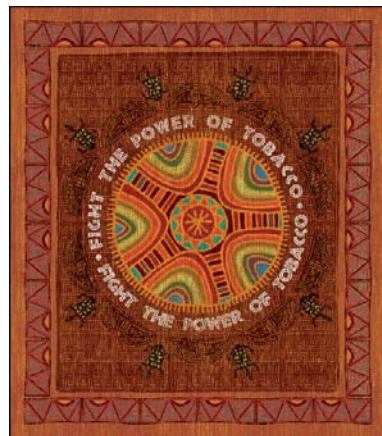
Participants included representatives from Oregon and Washington tobacco programs; selected community-based, tribal, and school contractors; other state agencies and health department programs; statewide organizations and stakeholders who work with low SES issues, including selected Tobacco Disparities Advisory Committee members; and representatives from other state tobacco programs with experience in reaching out to low SES populations to reduce tobacco-related inequities.

For more information, contact Dave Harrelson at 360-236-3685 or david.harrelson@doh.wa.gov.

Eco-friendly bags for cross-cultural communities

The Tobacco Program, through its media contractor, GMMB, is working with cross-cultural contractors to develop eco-friendly shopping bags for outreach to cross-cultural communities.

The bags will include cessation and secondhand smoke information and tips for quitting, with messages and images appropriate for the African-American, Latino, Asian Pacific Islander and American Indian communities. They will be available through the Tobacco Program Clearinghouse in January.



For more information, contact Dave Harrelson at 360-236-3685 or david.harrelson@doh.wa.gov.

State requires advance notice on cigarette sampling events

The Washington State Liquor Control Board recently modified a rule to now require 45 days advance notice of cigarette sampling events. Previously, the state Legislature had passed a law banning the use of sampling as a marketing tool for both cigarettes and other tobacco products. R. J. Reynolds Tobacco Company then sued the state alleging that, as to cigarettes, the state was preempted by federal law and could not impose a sampling ban on cigarettes.

Settlement of the lawsuit left the state ban on tobacco sampling events other than cigarettes and prompted the rule change requiring advance notice of cigarette sampling events.

For more information, contact Paul Davis at 360-236-3642 or paul.davis@doh.wa.gov.

Cessation campaigns under development

The Tobacco Program is planning a new cessation advertising campaign targeting smokers in the low socio-economic demographic. The campaign, currently in the research and development phase, is expected to launch in Spring 2009. The effort to address disparities in smoking rates among those with less education and less money aligns with the new Tobacco Program goals contained in the soon-to-be-released *Five-Year Strategic Plan*.



Meanwhile, the Tobacco Program is also developing a grassroots campaign to promote the free nicotine patches and gum available through the Washington Tobacco Quit Line. The campaign will include materials – including a poster and downloadable flyer – to be distributed throughout the state at health clinics, college campuses, and other venues that serve low-income populations. Materials will also be available through the Tobacco Program Clearinghouse.

The strategy includes work with college campus newspapers to feature a story about how tobacco affects young adults, as well as the tools available to help them quit. To reach people where they work, the program will reach out to partners to provide materials to employers throughout the state. The free patches and gum messages will also be incorporated into existing outreach efforts.

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

New Tobacco Quit Line/Medicaid card available

The Tobacco Program is collaborating with the Department of Social and Health Services to promote the new smoking cessation benefit available to Medicaid clients in Washington state that began July 1.

A new “rack card” that provides information about the Washington Tobacco Quit Line and the Medicaid benefit is being distributed at DSHS clinics around the state. The card is also available through the Tobacco Program’s Clearinghouse at www.prt.wa.gov (click on “general store” and follow instructions).

The new benefit, which is available through the Washington Tobacco Quit Line (1-800-QUIT-NOW or www.quitline.com), includes free phone counseling and follow-up support calls; nicotine patches or gum, if appropriate; and prescription medications recommended by a quit line counselor and prescribed by individual physicians, if appropriate.

For more information, contact Julie Thompson at 360-236-3722 or juliet.thompson@doh.wa.gov.

Great American Smokeout takes place November 20

The American Cancer Society’s Great American Smokeout, the 33rd annual, takes place November 20. For a listing of Washington events, visit NoStankYou.com. For more information about the national event, visit the Great American Smokeout [Web site](#).

Prevention

NoStankYou continues to evolve

The Tobacco Program's youth tobacco prevention media campaign, NoStankYou, continues to reach an ever-growing numbers of young and its "brand identity" continues to make inroads onto the media-saturated teen-age population.

NoStankYou 3.0 up and running

The third phase of the state's *No Stank You* youth tobacco prevention campaign kicked off Sept. 29 with the first two of eight new TV ads and five new radio ads. Go to the updated youth Web site – www.NoStankYou.com – to view/listen to the ads.

Ads thee and four – *Blizonko* and *Smoker Mouth* – will debut in early November and will also be added to the Web site (www.nostankyou.com/mob_motion/commercials). All of the ads in this campaign use "MobMotion" technology that allows hundreds of Washington youth to star in each ad.

Events at Wild Waves and at the Huckleberry Jam in Yakima allowed us to take photos of the youth in specific poses wearing NSY tee shirts, and these were used in the first two ads. Photos for the next two ads came from kids who uploaded their own photos from their computers, and from shots taken at the recent Prevention Summit.

The next hosted event will be at the Jingle Bell Bash at the Paramount Theater on Dec. 4. Information about the event will be posted on NoStankYou.com and promoted on KUBE radio.



Kids ages 12-17 can go to NoStankYou.com and learn how to submit their own photos for future ads, and how to earn one of the 40,000 tee shirts for NSY 3.0.

NoStankYou your next youth event

There is now an easy way for Tobacco Program contractors who are planning a youth event before March 31 to add a *NoStankYou3.0* component to the happening. The Tobacco Program has put together "*NoStankYou* kits" that contain all the parts contractors need to take pictures of the kids in NSY shirts, and then upload them to the Web site for possible inclusion in one of the new NSY ads.

There are a limited number of available kits, which include:

- DVD of all of the released *NoStankYou* ads
- *NoStankYou* banner to hang (must be returned)
- Small supply of new *NoStankYou* shirts for the kids to wear in the pictures
- Instructions, poses, and parent permission slips
- Zipper tags (while they last)
- Memory card for your camera

If you're interested and have an upcoming event where you expect lots of kids, ages 12-17, contact your contract manager well in advance of the event.

No Stank U media trainings held

Earlier this month, two No Stank U media trainings were held for high school youth prevention groups in Tumwater at the Department of Health campus and in Yakima at the Educational Service District building. Eleven youth from representing groups from five counties attended the Tumwater training and 13 youth representing groups in Yakima and Walla Walla attended the Yakima training.

Participants received a media “boot camp”, including information on media relations, becoming a spokesperson and event planning. Both trainings hosted a panel discussion with local journalists and communications professionals. At the end of each training, the students and their advisors brainstormed and planned an event for the coming year. We can’t wait to see their events in action!

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

Plan an activity for Kick Butts Day 2009

Kick Butts Day 2009, sponsored by the Campaign for Tobacco-Free Kid, will be held on March 25. This national day of advocacy is designed to empower youth to stand out, speak up, and seize control against Big Tobacco with fun, educational activities and events. For ideas for activities and to register an event, visit kickbuttsday.org.

Hot Topics

Ten-year anniversary of MSA

In November 1998, the Attorneys General of 46 states, including Washington, signed the Master Settlement Agreement with the four largest tobacco companies in the United States to settle state suits to recover billions of dollars in costs associated with treating smoking-related illnesses.

[View a summary](#)

Down economy prompts increased smoking; low-income hit hardest

A new survey conducted on behalf of the American Legacy Foundation by Harris Interactive found that stress about the ongoing financial downturn is having a clear and immediate effect on smokers – one in four smokers stressed about the economy are smoking more on a daily basis.

[Read a release](#).

Deadly in pink: Virginia Slims new look shows contempt for women’s health

Philip Morris is launching an aggressive new campaign to market cigarettes that appeal to women and girls, built around a new look for its Virginia Slims brand. [Read a release](#) from the Campaign for Tobacco-Free Kids.

National adult smoking rates drops

An estimated 19.8 percent of U.S. adults (43.4 million people) were current smokers in 2007, down from 20.8 percent in 2006, according to a study in a recent Center for Disease Control and Prevention Morbidity and Mortality Weekly Report. However, based on the current rate of decline, it is unlikely that the national health objective of reducing the prevalence of adult cigarette smoking to 12 percent or lower will be met by 2010. [Read the study](#)

Resources

Clearinghouse undergoing evaluation

The Tobacco Program Clearinghouse is a catalog of tobacco prevention and cessation materials – brochures, booklets, posters, pens, reports, etc. – available by special order to Tobacco Program contractors and partners. The easiest way to order is online at www.prt.wa.gov (instructions in box).

Under the direction of Anneke Jansen of the Tobacco Program, the materials stocked by the Clearinghouse are being evaluated for consistency with the Tobacco Program strategic goals and alignment with statewide activities. The Clearinghouse review committee will meet January 28 (rescheduled from December 3).

Until the review process is complete, some materials typically available in the Clearinghouse will not be restocked. If there is something you are looking for or would like to see in the Clearinghouse and it is not available, contact Anneke at 360-236-3643 or anneke.jansen@doh.wa.gov

Clearinghouse updates

Many materials have had limits lifted or are no longer classified as for “Authorized Personnel Only”. This means items such as most of the retailer education, youth access and Cold Turkey cessation campaign materials can be ordered directly through the Clearinghouse Web site.

Other popular materials, such as the “How to Protect Yourself and Your Loved Ones from Secondhand Smoke” and “Things You Should Know about Secondhand Smoke” brochures are being reprinted and will soon again be available. Back orders will be filled when the brochures are again in stock.

New Clearinghouse item: WIC pads

The WIC “How Am I Growing?” pad is now available through the Clearinghouse. These pads were designed for use by WIC staff to document height, weight, and blood work results for clients and their children. They also contain secondhand smoke and cessation information. The WIC pads could be a great way for Tobacco Program contractors to establish or strengthen a relationship with WIC staff, and help provide important information to a high-risk population.

Tobacco Prevention & Control Program Clearinghouse

tobacco.clearing@doh.wa.gov

For most efficient service, place orders whenever possible directly through the Clearinghouse Web site.

- Go to www.prt.wa.gov
- Select the link that says **General Store** on the right side of the page.
- Select the **I'm New** button.
- Create a user name and password, then select **Register**
- Select **Shop By Agency**
- Select **Department of Health** (the seventh agency on the list)
- Select **Tobacco Program**
- You should now see the four categories of materials. When you find an item that you want to order, select **Add to Cart**
- Specify the quantity you want to order
- Select **Update Cart**
- Select **Continue Shopping** or **Check Out**

For questions, contact Marissa Bergener at 360-236-3730 or marissa.bergener@doh.wa.gov

Tobacco Prevention Resource Center

The Tobacco Prevention Resource Center continues to add high-value trainings to its schedule, available at tobaccoprc.org. Of particular note:

Tobacco Dependence Training for Mental Health Providers – December 2, Renton and December 4, Vancouver

This course will provide an overview of the connection between smoking and mental health disorders, effective pharmacological treatments, stages of change and motivational techniques that are effective with consumers, and key concepts in assessing tobacco dependence. The instructor, Jill Williams, MD, is an Associate Professor at the University of Medicine and Dentistry of New Jersey.

Not On Tobacco (NOT) Facilitator Training – January 15, Renton

NOT is a state-of-the art, evidence-based, premier teen smoking cessation program available through American Lung Associations nationwide. Instructor Sarah Davis is with the American Lung Association of the Southwest.

To view details on these and other trainings, and to register for trainings, visit tobaccoprc.org.

Online Newsletters

[Tobacco Free Press](http://tobaccofreepress.org) –Tobacco Control Network, bimonthly

Other Online Resources

American Cancer Society – www.cancer.org

American Heart Association – www.americanheart.org

American Lung Association – www.lungusa.org

Asian Pacific Partners for Empowerment and Leadership – www.appealforcommunities.org

Centers for Disease Control, Office on Smoking or Health – www.cdc.gov/tobacco

National African American Tobacco Prevention Network – www.naatpn.org

National Latino Council on Alcohol and Tobacco Prevention – www.nlcatp.org

Teen Health and the Media – www.depts.washington.edu/thmedia

The Campaign for Tobacco-Free Kids – www.tobaccofreekids.org

Tobacco Technical Assistance Consortium – www.ttac.org

Links to external Web sites are provided because they may contain relevant information and resources. These external Web sites are not maintained by the Washington State Department of Health (DOH) and DOH takes no responsibility for the views that may be represented, or the accuracy, propriety, or legality of any material contained on the site.

Reference to any specific commercial products, process, service, manufacturer, or company does not constitute its endorsement or recommendation by DOH.

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